

COMMUNICATIONS REPORT 11.29.21



UPDATES

- Working on the December 2021 newsletter.
- At 20,336 inputs on data page.
- Our ethnic media vendor held roundtables with black press statewide, Spanish press in San Mateo/Redwood City, and Arab American and Vietnamese American press in Orange County.
- Social media vendor started targeting ads to counties to solicit public input in response to our draft maps.
- Would like to hold a press conference the day we certify maps in front of capitol steps.
- Uploaded transcripts for the following meetings:
 - May 18, 2021
 - June 9, 2021
 - June 28, 2021
 - August 4, 2021
 - August 30, 2021

INTERVIEWS (November 16, 2021—November 29, 2021)

11/16/2021	Cal Matters	Sara Sadhwani
11/16/2021	LA Times	Pedro Toledo
11/17/2021	KTVU TV	Sara Sadhwani
11/17/2021	KFBK	Alicia Fernandez
11/17/2021	SF Chronicle	Trena Turner
11/18/2021	Radio Bilingue	Patricia Sinay
11/18/2021	KCRA3 Sacramento	Alicia Fernandez
11/22/2021	LA Times	Sara Sadhwani
11/22/2021	Fresno Bee	Neal Fornaciari
11/23/2021	KION News 5/46	Neal Fornaciari
11/24/2021	SCPR	Linda Akutagawa

MEDIA MENTIONS (November 16, 2021—November 29, 2021)

- 414 stories mention CRC
- 161 stories on CA Redistricting

WEBSITE (November 16, 2021—November 29, 2021)

- 20,202 Contacts in database
- 300,003 Views of website
- 184,566 home page views

E-BLASTS (November 16, 2021—November 29, 2021)

- Public Input Reminder—24% open rate
- November 17-20 Meetings—32% open rate
- November 22-23 Meetings—32% open rate

SOCIAL MEDIA

- Facebook—1,878 likes
- Instagram—385 followers
- Twitter—2,580 followers
- LinkedIn—333 followers
- YouTube—100 subscribers